

New offerings for the press: high-impact media activities at the Spielwarenmesse

- PressDay on the Tuesday with programme of activities at the stands themselves
- Further highlights on the Wednesday in Hall 3A with ToyAward presentations

The Spielwarenmesse, from 30 January to 3 February, is a paradise of creative product innovations. Alongside specialist retailers and buyers, media representatives and content creators will of course also have access to the Nuremberg Exhibition Centre, where they can discover 13 product groups across 18 halls. Orientation is provided by the new PressDay on the Tuesday of the fair, with countless exhibitor activities, and by three further highlights on the Wednesday in Hall 3A.

A launch with plenty of atmosphere

On 30 January the start of the event is marked by the opening ceremony. At 8.55 am sharp, the marching band under bandleader Roland Peil (percussionist in 'Die Fantastischen Vier' and lecturer at the Nuremberg University of Music) will lead the walking act parade at the escalators in front of the Press Center. At the press wall in the foyer of NCC Ost, the group photo opportunity with the Executive Board of Spielwarenmesse eG – Florian Hess, Jens Pflüger and Christian Ulrich – promises images full of atmosphere for photo and film teams. Then at 9.15 am, the first of over 60 activities scheduled for the day starts up in Hall 3A. The exhibitors have conjured up a number of media-friendly and effective ways to present their new ideas, from shows with celebrities and prize draws to selfie-spots. "All of the presentations will be taking place at the heart of the action," explains Christian Ulrich, Spokesperson of the Executive Board at Spielwarenmesse eG. "Because of the new schedule running from Tuesday to Saturday, the PressPreview, which used to take place on the day before the fair, is switching to this new format."



Innovations and give-aways

A handful of the exhibitor activities will take place at fixed times on PressDay: Hape/Toynamics (9.15 am, Hall 3A), Bruder (9.45 am, Hall 6), Schmidt Spiele (10.30 am, Hall 10.1), Kosmos (11 am, Hall 10.0), Ravensburger (11.45 am, Hall 12.0), Playmobil (12.15 pm, Hall 12.2), Kekz (1 pm, Hall 4A), Carrera/Revell (2 pm, Hall 12.2), Heunec (2.30 pm, Hall 12.2), Supermoms4u Foundation/Happy Threads (3 pm, Hall 1) and Mattel (prior registration required, 4 pm, Hall 12.2). Many of the exhibitors will also be using PressDay as an opportunity to celebrate their anniversaries. Schmidt Spiele, for example, is marking '110 years of Ludo' with actors Marie-Luise Marjan and Manuel Santos Gelke. Other celebrities will be appearing at various stands, including that of Kekz with singer Peter Maffay, of Voggenreiter Verlag with Pitti Hecht (percussionist 'Scorpions') and of Zapf Creation with influencer Paula Senfkorn. In addition, a large number of give-aways will be beckoning and at the counter of Press Center Ost, all accredited individuals can collect an empty bag, marked with the catchy Spielwarenmesse campaign motif, to be filled at the stands of participating exhibitors.

Continuation on Wednesday

On the second day of the fair, 31 January, the focus is on Hall 3A. A range of interview opportunities awaits press representatives from 9.45 am at the Special Area, 'Life's a Playground – Toys for Kidsters, Kidults & Co.' Here, alongside Christian Ulrich, Philippe Guinaudeau, CEO of the BrandTrends Group, and Ultra Comix MD Stefan Will offer exclusive insights into the exciting world of toys for an adult target group. From 10.30 am, right next door at the Toy Business Forum, moderator Jennifer Braun will be selecting the winners of the ToyAward. This coveted prize is awarded in six different product categories. Then, fortified by an on-site lunchtime snack for all, the programme continues with the guided tour of the StartupArea. The press will learn at first hand all about the creative product ideas from international newcomers and young German businesses. The meeting point is the Lounge in Hall 3A/B02 at 12 pm.

"With our new press activities, we are helping press representatives and content creators to create their own individual reports in the best possible way, by



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providing them with a detailed overview of the programme and putting them in direct contact with the exhibitors,” says Scarlett Wisotzki, Director Communications at Spielwarenmesse eG.

The complete programme will be announced on the day of the Main Press Conference, 25 January, and will then be accessible online (www.spielwarenmesse.de/en/press).

Images are available at www.spielwarenmesse.de/media.

11 January 2024 – sw

Spielwarenmesse®

The trade fair and marketing services provider Spielwarenmesse eG is the organiser of the Spielwarenmesse® – the leading international trade fair for toys, hobbies and leisure. This B2B fair creates a comprehensive communication and ordering platform for national and international exhibitors. Its presentation of innovations and comprehensive overview of the industry offer a valuable pool of information for specialist retailers from around the world, guiding them through the market every year. A new addition for 2022 is the multifunctional platform Spielwarenmesse® Digital, as a complementary service to the Spielwarenmesse. Since 2013, the term Spielwarenmesse® has also been a protected word mark in Germany.
Fair date: Spielwarenmesse®, Tuesday to Saturday, 30 Jan – 3 Feb 2024